



64525

V Semester B.B.A. Examination, March/April 2022  
(CBCS)  
BUSINESS ADMINISTRATION  
5.5 : Advanced Financial Management (Finance Group)

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English** only.

## SECTION – A

Answer **any five** questions. **Each** question carries **2** marks.

(5×2=10)

1. a) What is sensitivity analysis ?
- b) Distinguish between risk and uncertainty.
- c) What is cost of debt ?
- d) What is weighted average cost of capital ?
- e) What is scrip dividend ?
- f) What do you mean by Dividend Policy ?
- g) Give the meaning of Net Income approach.

## SECTION – B

Answer **any three** questions. **Each** question carries **6** marks.

(3×6=18)

2. Explain the various techniques of measuring risks.
3. What are the Assumptions of 'Walter's dividend model' ?
4. Discuss the importance of relative valuation.
5. From the following data determine the value of the firm 'A' and 'B' belonging to the homogeneous risk class under Net income approach.

	Firm 'A'	Firm 'B'
EBIT	₹ 2,25,000	₹ 2,25,000
Interest 15%	₹ 75,000	-
Equity capitalisation rate (Ke)	0.20	
Tax Rate	0.35	

Which of the two Firms has an optimal capital structure ?

P.T.O.



6. The following data relate to a firm

Earnings per share – ₹ 10

Capitalisation Rate – 14%

Retention ratio – 40%

Determine share price using Gordon's model if IRR is 15%, 14% and 10%.

### SECTION – C

Answer any three questions. Each question carries 14 marks.

(3×14=42)

7. From the following information, ascertain which project is more risky on the basis of standard deviation and also calculate co-efficient of variation.

Project 'P'		Project 'Q'	
Cash flows	Profitabilities	Cash flows	Profitabilities
2,000	0.1	2,000	0.1
4,000	0.3	4,000	0.2
6,000	0.2	6,000	0.4
8,000	0.2	8,000	0.2
10,000	0.2	10,000	0.1

8. The following information is available in respect of the rate of return on investment (r), the capitalisation rate (Ke) and earnings per share (E) of PQR Ltd.

$$r = 24\% \quad , \quad E = ₹ 40$$

Determine the value of shares under 'Gordon's model' assuming the following.

Situations	D/P Ratio (%)	Retention Ratio (%)	Ke (%)
a	20	180	40
b	40	160	38
c	60	140	36
d	80	120	34
e	100	100	32
f	120	80	30
g	140	60	28



9. Following are the details regarding the capital structure of a company.

Sources of Capital	Book Value	Market Value	Specific cost
Debt	40,000	38,000	5%
Preference	10,000	11,000	8%
Equity	60,000	1,20,000	13%
Retained earnings	20,000	-	9%
	<b>1,30,000</b>	<b>1,69,000</b>	-

You are required to determine the weighted average cost of capital using

- a) Book value as weight
- b) Market value as weight.

10. 'MR Company' wishes to arrange overdraft facilities with Bankers during the period April to June of a particular year, when it will be manufacturing mostly for stock. Prepare a cash budget for the above period from the following data indicating the extent of the bank facilities the company will be requires at the end of each month.

Month	Sales (₹)	Purchase (₹)	Wages (₹)
February	1,80,000	1,24,000	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

**Other Information :**

- a) 50% of credit sales are realised in the month following the sales and remaining sales in second month following.
- b) Creditors are paid in the following month of purchase.
- c) Cash at bank on 1<sup>st</sup> April ₹ 25,000.

11. What is working capital ? Explain the factors determining the working capital.



64523

V Semester B.B.A. Degree Examination, March/April 2022  
(CBCS Scheme) (F+R)  
5.3 : BUSINESS ADMINISTRATION  
Investment Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer should be written in **English** only.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. (5×2=10)
- What is unsystematic Risk ?
  - What is Beta of a Stock ?
  - What is economic analysis ?
  - Mention any four Mutual fund companies in India.
  - Differentiate between call option and put option.
  - Give any four examples of Capital Market Securities.
  - Mr. X has a perpetual bond of the face value of ₹ 2,000. He receives an interest of ₹ 160 annually. What would be its value if the required rate of return is 12% ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)

- Briefly explain Markowitz Model of portfolio Management
- Explain the types of Money Market Securities.
- What are the advantages and disadvantages of American Depository Receipts (ADR's) ?
- Briefly explain the types of preference shares.

P.T.O.

64523



6. From the following details, compute expected rate of returns.

Situation	Probability	Returns (%)
Inflation	0.4	9
Deflation	0.3	7
Normal	0.3	8

SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain the different types of risk in detail.
8. What is industry analysis ? State the objectives and components of industry analysis.
9. Explain security selection process in detail.
10. Explain in detail 'Porters five force model'.
11. From the following information, calculate
  - a) Expected rate of return and
  - b) Risk in terms of standard deviation of Securities X and Y.

Security X		Security Y	
Probability	Return %	Probability	Return %
0.05	5	0.10	6
0.15	8	0.20	10
0.40	12	0.30	15
0.25	15	0.25	18
0.10	20	0.10	20
0.05	24	0.05	24

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64528

V Semester B.B.A. Degree Examination, March/April 2022  
(CBCS)

5.6 : Marketing Group – Elective  
BUSINESS ADMINISTRATION  
MK : Advertising and Media Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English** only.

SECTION – A

Answer **any five** questions. Each carries **two** marks.

(5×2=10)

1. a) Define advertising.
- b) What is an advertising plan ?
- c) What is an advertising copy ?
- d) Give any four examples of advertising media.
- e) What is advertising research ?
- f) Name the different types of advertising agencies.
- g) Give the meaning of internet advertising.

SECTION – B

Answer **any three** questions. Each question carries **six** marks.

(3×6=18)

2. Explain the 5 M's of advertising.
3. Explain the AIDAS model.
4. What are the features of good advertising copy ?
5. Write the functions of advertising agency.
6. Briefly explain the media planning process.

P.T.O.



## SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain the features of advertising.
8. Briefly explain the different types of advertising appeals.
9. What is Newspaper Advertising ? Explain the advantages and disadvantages of newspaper advertising.
10. Explain the advertising budgeting methods in detail.
11. Explain the factors to be considered while selecting advertising agencies.



64524

V Semester B.B.A. Examination, March/April 2022

(CBCS)

BUSINESS ADMINISTRATION

5.4 : Management Accounting

Time : 3 Hours

Max. Marks : 70

*Instruction : Answers should be written in English only.*

SECTION – A

1. Answer **any five** sub-questions. Each sub-question carries **two** marks. (5×2=10)
- Define Management Accounting.
  - What is Ratio Analysis ?
  - Given : Current ratio = 2.8, working capital = ₹ 1,62,000. Find current Assets.
  - Write any two uses of funds flow statement.
  - If sales = ₹ 1,00,000, variable cost = ₹ 80,000. Find the P/V ratio.
  - What is a Fixed Budget ?
  - State the meaning of Cash Flow Statement.

SECTION – B

- Answer **any three** questions. Each question carries **six** marks. (3×6=18)
- Briefly explain the objectives of Management Accounting.
  - Distinguish between cash flow statement and funds flow statement.

P.T.O.





4. The following information is given :

Sales = ₹ 2,00,000

Variable cost = ₹ 1,20,000

Fixed cost = ₹ 30,000

Calculate :

a) P/V ratio

b) BEP.

5. Given Gross Profit – ₹ 1,60,000, Net profit – ₹ 96,000, Gross Sales – ₹ 8,24,000, Sales returns – ₹ 24,000, Opening stock – ₹ 1,80,000 and closing stock – ₹ 1,40,000.

Compute :

1) Gross profit Ratio

2) Net profit ratio

3) Stock turnover ratio.

6. From the following profit and loss A/c, calculate funds from operation

**Profit and Loss A/c**

	₹		₹
To Depreciation	10,000	By Gross Profit	90,000
" Discount	1,000	" Profit on sale of plant	35,000
" Loss on sale of Machine	4,000		
" GW Written off	23,500		
" Preliminary Expenses	5,000		
Written off			
" Sundry Expenses	25,000		
" Net profit	56,500		
	<b>1,25,000</b>		<b>1,25,000</b>

## SECTION – C

Answer any three questions from the following questions. Each question carries fourteen marks. (3×14=42)

7. The Balance sheets of M/S Pavan Corporation Ltd. as at 31-12-2020 and 31-12-2021 stood as follows

Liabilities	2020 ₹	2021 ₹	Assets	2020 ₹	2021 ₹
Share Capital	10,00,000	10,00,000	Buildings	2,00,000	3,00,000
Reserves	2,00,000	2,00,000	Plant	7,00,000	8,00,000
P and L A/c	1,00,000	1,10,000	Debtors	2,50,000	3,55,000
Debentures	4,00,000	4,00,000	Stock	5,00,000	4,00,000
Sundry Creditors	2,50,000	2,00,000	Bank	3,70,000	1,22,000
Reserve for Doubtful debts	50,000	40,000	Preliminary Expenses	10,000	8,000
Reserve for Depn. on plant	30,000	35,000			
	<b>20,30,000</b>	<b>19,85,000</b>		<b>20,30,000</b>	<b>19,85,000</b>

**Other Information :**

1) The following adjustments were made before arriving at the net profit during 2021.

- Preliminary Expenses were written off by ₹ 2,000.
- A plant worth ₹ 50,000 was sold for ₹ 30,000 and the accumulated depreciation on this plant was ₹ 30,000.
- Adjustment regarding reserve for doubtful debts was also made.

2) The dividend paid during the year was ₹ 50,000.

Prepare a statement showing the source and application funds (FFS) and a statement showing charges in working capital.



8. Following are the summarised Balance Sheets of a company as on 31-3-2020 and 31-3-2021.

Liabilities	2020	2021	Assets	2020	2021
	₹	₹		₹	₹
Share Capital	40,000	50,000	Land and Buildings	40,000	38,000
General Reserve	10,000	12,000	Machinery	30,000	33,800
Profit and Loss A/c	6,000	6,000	Debtors	16,000	12,800
Long Term Loan	14,000	—	Stock	17,000	14,800
Sundry Creditors	30,000	27,000	Cash	3,000	1,600
Provision for Tax	6,000	7,000	Goodwill	—	1,000
	<b>1,06,000</b>	<b>1,02,000</b>		<b>1,06,000</b>	<b>1,02,000</b>

**Additional Information :**

- Dividend of ₹ 4,600 was paid.
- Assets of another company purchased were machinery ₹ 5,000, Stock ₹ 4,000 and Goodwill ₹ 1,000 by issuing Equity shares.
- Machinery was further purchased for cash ₹ 1,600.
- Depreciation written off machinery ₹ 2,400.
- Income tax provided during the year ₹ 7,000.
- Loss on sale of machinery ₹ 400 was written off.

Prepare cash flow statement as per As-3 (Indirect method).



9. Following is the balance sheet of Sri Ganesh Ltd. as on 31-3-2021.

<b>Liabilities</b>	<b>₹</b>	<b>Assets</b>	<b>₹</b>
Equity Share Capital (₹ 100)	2,50,000	Buildings	2,25,000
10% Pref. Share Capital	1,50,000	Plant and Machinery	1,65,000
Reserve Fund	60,000	Furniture	42,000
P/L A/c	27,500	Stock	1,15,000
15% Debentures	1,20,000	Debtors	97,500
Bank Overdraft	20,000	Marketable Securities	25,000
Sundry Creditors	57,500	Bills Receivable	22,500
Bills payable	17,500	Cash	10,000
Tax provision	25,000	Advances	18,000
		Preliminary Expenses	7,500
	<b>7,27,500</b>		<b>7,27,500</b>

Total sales during the year ₹ 10,80,000 and Net profit after tax ₹ 1,50,000.

You are required to compute :

- 1) Current Ratio
- 2) Liquid Ratio
- 3) Proprietary Ratio
- 4) Fixed Assets Turnover Ratio
- 5) Debt-Equity Ratio
- 6) Return on Capital Employed.



10. The following data are available in a manufacturing company for a year ended 31-3-2021

<b>Elements of cost</b>	<b>₹</b>
<b>Fixed Expenses</b>	
Wages and Salaries	95,000
Rent, rates and taxes	66,000
Depreciation	74,000
Sundry administrative expenses	65,000
<b>Semi – variable Expenses (at 50% capacity)</b>	
Maintenance and repairs	35,000
Indirect labour	79,000
Sales department salaries	38,000
Sundry administrative Expenses	28,000
<b>Variable Expenses (at 50% capacity)</b>	
Materials	2,17,000
Labour	2,04,000
Other Expenses	79,000
	<b>9,80,000</b>

Assume that the fixed expenses remain constant for all levels of production, semi-variable expenses remain constant till 60% capacity. It will increase by 10% between 60% and 80% capacity and by 20% between 80% and 100 % capacity.



Sales at various levels are :

50% capacity – 10,00,000

75% capacity – 15,00,000

90% capacity – 18,00,000

Prepare a flexible budget for the year and forecast the profit at 50%, 75% and 90% capacity.

11. The following information relates to working of a company for 2 years.

Year	Sales ₹	Cost ₹
2020	9,00,000	7,50,000
2021	12,00,000	9,75,000

Calculate :

- a) P/V Ratio
- b) BEP
- c) Profit when sales are ₹ 15,00,000 and ₹ 18,00,000.
- d) Sales to earn a profit of ₹ 6,00,000 and ₹ 7,50,000.





64521

V Semester B.B.A. Examination, March/April 2022  
(CBCS (F + R) Scheme)  
BUSINESS ADMINISTRATION  
Paper – 5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English Only**.

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks. (5×2=10)

1. a) What is innovation ?
- b) What is product range ?
- c) Give the meaning of scanning of environment.
- d) What is meant by social aspects of Business Plan ?
- e) Expand KSIDC and KSSIC.
- f) What is tax concession ?
- g) What is project report ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Distinguish between Entrepreneur and Manager.
3. Mention any six advantages of small scale industries.
4. How do you identify a business opportunity ? Discuss.
5. Explain the marketing aspect of a Business Plan.
6. Write a note on different financial institutions supporting small scale industry.

P.T.O.



## SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.

(3×14=42)

7. Discuss the advantages and disadvantages of being an Entrepreneur.
8. Explain the problems faced by small scale industries in India.
9. Briefly explain the procedure to be followed and documents to be furnished while starting a small scale unit.
10. What are the pitfalls of business planning ? Explain how the pitfalls are avoided in Business Planning.
11. What are the causes of Industrial Sickness ? Discuss.





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V Semester B.B.A. Examination, March/April 2022

(CBCS)

BUSINESS ADMINISTRATION

5.4 : Management Accounting

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answers should be written in **English only**.

SECTION – A

1. Answer **any five** sub-questions. Each sub-question carries **two** marks. (5×2=10)
- Define Management Accounting.
  - What is Ratio Analysis ?
  - Given : Current ratio = 2.8, working capital = ₹ 1,62,000. Find current Assets.
  - Write any two uses of funds flow statement.
  - If sales = ₹ 1,00,000, variable cost = ₹ 80,000. Find the P/V ratio.
  - What is a Fixed Budget ?
  - State the meaning of Cash Flow Statement.

SECTION – B

Answer **any three** questions. Each question carries **six** marks. (3×6=18)

- Briefly explain the objectives of Management Accounting.
- Distinguish between cash flow statement and funds flow statement.

P.T.O.



4. The following information is given :

Sales = ₹ 2,00,000

Variable cost = ₹ 1,20,000

Fixed cost = ₹ 30,000

Calculate :

a) P/V ratio

b) BEP.

5. Given Gross Profit – ₹ 1,60,000, Net profit – ₹ 96,000, Gross Sales – ₹ 8,24,000, Sales returns – ₹ 24,000, Opening stock – ₹ 1,80,000 and closing stock – ₹ 1,40,000.

Compute :

1) Gross profit Ratio

2) Net profit ratio

3) Stock turnover ratio.

6. From the following profit and loss A/c, calculate funds from operation

**Profit and Loss A/c**

	₹		₹
To Depreciation	10,000	By Gross Profit	90,000
" Discount	1,000	" Profit on sale of plant	35,000
" Loss on sale of Machine	4,000		
" GW Written off	23,500		
" Preliminary Expenses	5,000		
Written off			
" Sundry Expenses	25,000		
" Net profit	56,500		
	<b>1,25,000</b>		<b>1,25,000</b>

## SECTION – C

Answer any three questions from the following questions. Each question carries fourteen marks. (3×14=42)

7. The Balance sheets of M/S Pavan Corporation Ltd. as at 31-12-2020 and 31-12-2021 stood as follows

Liabilities	2020 ₹	2021 ₹	Assets	2020 ₹	2021 ₹
Share Capital	10,00,000	10,00,000	Buildings	2,00,000	3,00,000
Reserves	2,00,000	2,00,000	Plant	7,00,000	8,00,000
P and L A/c	1,00,000	1,10,000	Debtors	2,50,000	3,55,000
Debentures	4,00,000	4,00,000	Stock	5,00,000	4,00,000
Sundry Creditors	2,50,000	2,00,000	Bank	3,70,000	1,22,000
Reserve for Doubtful debts	50,000	40,000	Preliminary Expenses	10,000	8,000
Reserve for Depn. on plant	30,000	35,000			
	<b>20,30,000</b>	<b>19,85,000</b>		<b>20,30,000</b>	<b>19,85,000</b>

**Other Information :**

1) The following adjustments were made before arriving at the net profit during 2021.

a) Preliminary Expenses were written off by ₹ 2,000.

b) A plant worth ₹ 50,000 was sold for ₹ 30,000 and the accumulated depreciation on this plant was ₹ 30,000.

c) Adjustment regarding reserve for doubtful debts was also made.

2) The dividend paid during the year was ₹ 50,000.

Prepare a statement showing the source and application funds (FFS) and a statement showing charges in working capital.



8. Following are the summarised Balance Sheets of a company as on 31-3-2020 and 31-3-2021.

Liabilities	2020	2021	Assets	2020	2021
	₹	₹		₹	₹
Share Capital	40,000	50,000	Land and Buildings	40,000	38,000
General Reserve	10,000	12,000	Machinery	30,000	33,800
Profit and Loss A/c	6,000	6,000	Debtors	16,000	12,800
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Sundry Creditors	30,000	27,000	Cash	3,000	1,600
Provision for Tax	6,000	7,000	Goodwill	—	1,000
	<b>1,06,000</b>	<b>1,02,000</b>		<b>1,06,000</b>	<b>1,02,000</b>

**Additional Information :**

- Dividend of ₹ 4,600 was paid.
- Assets of another company purchased were machinery ₹ 5,000, Stock ₹ 4,000 and Goodwill ₹ 1,000 by issuing Equity shares.
- Machinery was further purchased for cash ₹ 1,600.
- Depreciation written off machinery ₹ 2,400.
- Income tax provided during the year ₹ 7,000.
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Prepare cash flow statement as per As-3 (Indirect method).

9. Following is the balance sheet of Sri Ganesh Ltd. as on 31-3-2021.

<b>Liabilities</b>	<b>₹</b>	<b>Assets</b>	<b>₹</b>
Equity Share Capital (₹ 100)	2,50,000	Buildings	2,25,000
10% Pref. Share Capital	1,50,000	Plant and Machinery	1,65,000
Reserve Fund	60,000	Furniture	42,000
P/L A/c	27,500	Stock	1,15,000
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Bills payable	17,500	Cash	10,000
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Total sales during the year ₹ 10,80,000 and Net profit after tax ₹ 1,50,000.

You are required to compute :

- 1) Current Ratio
- 2) Liquid Ratio
- 3) Proprietary Ratio
- 4) Fixed Assets Turnover Ratio
- 5) Debt-Equity Ratio
- 6) Return on Capital Employed.



10. The following data are available in a manufacturing company for a year ended 31-3-2021

Elements of cost	₹
<b>Fixed Expenses</b>	
Wages and Salaries	95,000
Rent, rates and taxes	66,000
Depreciation	74,000
Sundry administrative expenses	65,000
<b>Semi – variable Expenses (at 50% capacity)</b>	
Maintenance and repairs	35,000
Indirect labour	79,000
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Assume that the fixed expenses remain constant for all levels of production, semi-variable expenses remain constant till 60% capacity. It will increase by 10% between 60% and 80% capacity and by 20% between 80% and 100 % capacity.



Sales at various levels are :

50% capacity – 10,00,000

75% capacity – 15,00,000

90% capacity – 18,00,000

Prepare a flexible budget for the year and forecast the profit at 50%, 75% and 90% capacity.

11. The following information relates to working of a company for 2 years.

Year	Sales ₹	Cost ₹
2020	9,00,000	7,50,000
2021	12,00,000	9,75,000

**Calculate :**

- a) P/V Ratio
- b) BEP
- c) Profit when sales are ₹ 15,00,000 and ₹ 18,00,000.
- d) Sales to earn a profit of ₹ 6,00,000 and ₹ 7,50,000.



64526

V Semester B.B.A. Examination, March/April 2022  
(CBCS Scheme)  
Paper – F.5.6 : BUSINESS ADMINISTRATION (Finance Group)  
FN : Financial Markets and Services

Time : 3 Hours

Max. Marks : 70

**Instruction :** All answers should be legibly written in **English** only.

SECTION – A

1. Answer **any five** of the following sub questions. **Each** question carries **two** marks. (5×2=10)
- a) Mention any 2 instruments of primary market.
  - b) What is certificate of Deposit ?
  - c) What do you mean by operating lease ?
  - d) Write the meaning of rights issue.
  - e) What is growth fund ?
  - f) What is credit card ?
  - g) Write the meaning of tele-banking.

SECTION – B

- Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)
- 2. Differentiate between primary and secondary market.
  - 3. What are the powers of SEBI ?
  - 4. What is the need for investor's protection as per SEBI guidelines ?
  - 5. Differentiate between fixed deposits and mutual fund scheme.
  - 6. What are the services rendered under lease banking ?

P.T.O.





## SECTION – C

Answer **any three** of the following questions. **Each** question carries **14** marks.

(3×14=42)

7. Explain the classification of financial market.
8. Explain merits and demerits of venture capital.
9. What is new issue ? Explain the procedure involved in new issue management.
10. What are the services offered by mutual fund companies ?
11. Write short notes on :
  - a) Personalised Banking.
  - b) Portfolio Management.
  - c) Merchant Banking.



64530

V Semester B.B.A. Examination, March/April 2022  
(CBCS) (2016 – 17 Onwards)  
**BUSINESS ADMINISTRATION**  
5.6 : Strategic Human Resource Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English** only.

SECTION – A

- I. Answer **any 5** questions, **each** question carries **2** marks. (5×2=10)
- 1) a) What is employee job security ?
  - b) Write the meaning of performance appraisal.
  - c) What is orientation ?
  - d) What do you mean by Job Rotation ?
  - e) What are fringe benefits ?
  - f) What is transnational strategy ?
  - g) What is globalization ?

SECTION – B

- II. Answer **any 3** questions, **each** carries **6** marks. (3×6=18)
- 2) State the objectives of orientation.
  - 3) Explain the factors affecting salary level.
  - 4) Briefly explain the principles of TQM.
  - 5) Explain global selection approaches.
  - 6) Explain cross culture training.

SECTION – C

- III. Answer **any 3** of the following questions and **each** question carries **14** marks. (3×14=42)
- 7) Explain the important factors of SHRM.
  - 8) Explain the role of HR managers in internationalization of business.
  - 9) Explain in brief investment practices for improved retention.
  - 10) Discuss multinational, international and transnational strategies of globalization.
  - 11) Explain :
    - a) Flexible work arrangement
    - b) Double taxation.



64527

V Semester B.B.A. Examination, March/April 2022  
(CBCS Scheme)  
**BUSINESS ADMINISTRATION**  
Paper – 5.5 : Consumer Behaviour (Marketing)

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer should be written in **English**.

SECTION – A

1. Answer **any five** of the following : (5×2=10)

- a) Define consumer.
- b) What is perception ?
- c) Mention two features of attitude.
- d) Who is a seller ?
- e) What is culture ?
- f) What is brand ?
- g) What is packing ?

SECTION – B

Answer **any three** of the following : (3×6=18)

2. What are the factors influencing the consumer behaviour ?
3. Explain the basis for market segmentation.
4. What are the disadvantages of consumer research ?
5. Explain the essentials of good branding.
6. What are the reasons for consumer dissatisfaction ?

P.T.O.



## SECTION – C

Answer **any three** of the following :

(3×14=42)

7. Explain different types of packaging.
  8. Explain merits of study of consumer behaviour.
  9. What are the benefits of consumer research ? And explain its importance.
  10. Write a short note on :
    - a) Group dynamics
    - b) Cross culture
    - c) Sub culture.
  11. Explain various measures for enhancing customer satisfaction.
-



64529

V Semester B.B.A. Degree Examination, March/April 2022  
(CBCS)  
**BUSINESS ADMINISTRATION**  
Paper – 5.5 : Employee Welfare and Social Security  
(H.R. Group)

Time : 3 Hours

Max. Marks : 70

**Instruction :** All answers should be legibly written in **English only**.

SECTION – A

Answer **any five** of the following sub-questions. **Each** sub-question carries **2** marks. (5×2=10)

1. a) Define the term labour welfare.  
b) Mention any two names of labour welfare agencies.  
c) What is social assistance ?  
d) State any two factory wings.  
e) List any two schemes of ESI.  
f) What do you mean by extra mural ?  
g) What do you mean by statutory welfare schemes ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Mention any six objectives of labour welfare activities.
3. Explain the various roles played by the labour welfare agencies.
4. List out the features of social security.
5. Explain National labour administration system.
6. State the advantages of State Insurance Corporation for employees.

P.T.O.



## SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Discuss various theories of labour welfare.
8. Describe qualification and role of welfare officer.
9. Explain in detail merits of welfare measures.
10. Write a short note on :
  - a) Functions of Central Industrial Relations Machinery.
  - b) Evolution of machinery for labour and administration.
11. Discuss various functions of DGE & T.



64521

V Semester B.B.A. Examination, March/April 2022  
(CBCS (F + R) Scheme)  
**BUSINESS ADMINISTRATION**  
Paper – 5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English** Only.

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks. (5×2=10)

1. a) What is innovation ?
- b) What is product range ?
- c) Give the meaning of scanning of environment.
- d) What is meant by social aspects of Business Plan ?
- e) Expand KSIDC and KSSIC.
- f) What is tax concession ?
- g) What is project report ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Distinguish between Entrepreneur and Manager.
3. Mention any six advantages of small scale industries.
4. How do you identify a business opportunity ? Discuss.
5. Explain the marketing aspect of a Business Plan.
6. Write a note on different financial institutions supporting small scale industry.

P.T.O.



## SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.

(3×14=42)

7. Discuss the advantages and disadvantages of being an Entrepreneur.
8. Explain the problems faced by small scale industries in India.
9. Briefly explain the procedure to be followed and documents to be furnished while starting a small scale unit.
10. What are the pitfalls of business planning ? Explain how the pitfalls are avoided in Business Planning.
11. What are the causes of Industrial Sickness ? Discuss.





64522

V Semester B.B.A. Examination, March/April 2022  
(CBCS) (Fresh and Repeater)  
5.2 : BUSINESS ADMINISTRATION  
Computer Applications in Business

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written **only** in **English**.

SECTION – A

- I. Answer **any five** sub-questions of the following. **Each** question carries **two** marks. (5×2=10)
- 1) a) Expand EIS, MIS.  
b) State any two advantages of PowerPoint.  
c) Define spreadsheet.  
d) What is information ?  
e) What is upper case ?  
f) What is TPS ?  
g) State any two advantages of Tally.

SECTION – B

- II. Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)
- 2) What are the advantages of DBMS ?
  - 3) What is MS Word ? What are its features ?
  - 4) Explain features of Tally.
  - 5) Explain the importance of DBMS.
  - 6) What are the steps in data processing ?

P.T.O.



## SECTION – C

III. Answer **any three** questions. Each question carries **fourteen** marks. (3×14=42)

- 7) Write short notes on :
  - a) GDSS
  - b) TPS
  - c) MSS.
- 8) How will you create the following in Tally ?
  - a) Purchase voucher
  - b) Sales voucher
  - c) Cash/Bank books
  - d) Group summary.
- 9) Explain text formatting in MS Excel.
- 10) Explain the hierarchical data structure with its advantages and disadvantages.
- 11) Explain the features of word processing.